

## **KIDNETIC.COM**

### **TOOL KIT**

#### **MODULE 10: TUNING IN TO FOOD ADVERTISING AND MARKETING**

Children are exposed to a steady stream of advertisements for foods and drinks. The Quick Start Ideas and Activity Action Plan in this module will help you to:

- Raise kids' awareness of techniques used in food ads and on food packages that capture attention and give products appeal
- Call attention to the appropriateness of food and drink portion sizes depicted in ads and to the presence or absence of physical activity messages/examples
- Highlight promotional messages/techniques used on food packages

#### **Quick Start Ideas:**

- Ask kids to describe a food or drink ad they saw recently, whether they wanted to try the product and why. Use background information found in the *Teaching Your Kids About Food Advertising and Marketing* Bright Paper to help kids understand and evaluate advertising techniques that make the product appealing.
- At lunch or snack time, ask kids to examine packaged foods and drinks they're consuming (e.g., granola bar, milk carton, juice box, etc.) and to describe what elements of the package make the product appealing.

#### **ACTIVITY ACTION PLAN:**

##### **What You Need:**

- *Teaching Your Kids About Food Advertising and Marketing* Bright Paper – review for background plus one copy for each child to take home.
- Magazine ads for various foods and drinks – at least one ad for each child to evaluate. Include ads for a variety of foods/drinks such as fast food, pizza, snack chips, candy, fruits/vegetables, soft drinks, sports drinks, milk, fruit juice, etc.
- Materials for food packaging discussion – e.g., an apple plus 2-3 packaged apple products such as a box of apple juice, a jar of applesauce and a single-serve apple pie.
- Be a TV Food Ad Reviewer handout – one copy for each child to take home
- (Optional) Flip chart, board or paper to record kids' ideas

## **What To Do:**

Use the Talking Points and Discussion Questions below to talk about food advertising and how to evaluate it. Refer to the *Teaching Your Kids About Food Advertising and Marketing* Bright Paper for additional background information. Following the discussion, explain the Take-Home Activity.

## **Talking Points/Discussion Questions:**

- Today we're talking about advertisements for things you eat and drink to find out why ads might make you want to try the product.
- What do you think is the purpose of food ads? Companies use ads to help sell their products.
- Who can describe an ad for a food or drink that you saw recently in a magazine or newspaper or on TV? Did the ad make you want to try the food/drink? Why? Do you already eat/drink the product? If so, did seeing an ad have anything to do with you trying it for the first time or for continuing to eat/drink it?
- What things do companies include in their ads to sell their products? Some common things are animation, music, bright colors or celebrities.
- (Give each child one magazine ad to review.) Can you name some ways your ad tries to catch your attention and sell the product? (Allow each child an opportunity to respond.)
- What does the ad seem to say that the product will do for you (e.g., you'll be stronger, smarter, have more fun if you eat/drink the product)? Do you believe it?
- How do these things affect your thoughts about the product and whether you want to try it?
- (If you've conducted Module 3 on the Food Guide Pyramid) How does the portion size of the product shown compare to what's recommended by the Food Guide Pyramid? How does it compare to the amount you usually eat?
- Does your ad show someone being physically active/getting some exercise? Would showing that be a good thing? Why? Remember, being active is important because it helps burn off some of the food you eat so you stay at a healthy weight.
- Companies use a product's package as another way to draw attention to the product.
- (Refer to apple/apple products or your chosen examples.) Let's compare this apple to the packaged products that are made with apples. What is the same about each item? What is different? What do you like about each item? What do you dislike? Which one are you more likely to choose? How does the way the product looks/what's on the package help you form your opinion?
- What are some other things you see on food packages that might make you want the product? Examples are "premiums," such as when there's a prize inside the box or you can send for a product; being able to enter a sweepstakes or contest for a chance to win a prize, or being able to join a club of some type.

- Who's ever asked for a food product so you could have/participate in one of these things? Tell us about it and whether you ended up liking it as much as you thought you would.

**Take-Home Activity:**

- Give each child a copy of the *Teaching Your Kids About Food Advertising and Marketing* Bright Paper and the Be a TV Food Ad Reviewer handout to take home. Ask kids to give the Bright Paper to their parents to read and to complete the handout with their parents while watching TV. At the next meeting, ask each child to use their completed handout to give their "review" of a TV ad they saw. Ask whether completing the activity changes the way they "view" food and drink ads and how they might react differently to ads in the future.

**(HANDOUT)**

**BE A TV FOOD AD REVIEWER**

Companies that make foods and drinks often advertise on TV, hoping you'll want to buy their product. To help you decide, it's good to think about how ads "talk" to you.

Grab Mom or Dad (or both!) and tune into the tube to "review" some ads (commercials) for foods or drinks. Use the spaces below to write down what you think about one ad.

What food or drink was featured in the ad? \_\_\_\_\_

What does the ad do to catch your attention and help sell the product (for example, does it use animation, music, bright colors or celebrities)?  
\_\_\_\_\_

What does the ad seem to say the product will do for you (for example, you'll be stronger, smarter, have more fun if you eat/drink the product)?  
\_\_\_\_\_

Do you believe this? Why? \_\_\_\_\_

Is the amount of the food or drink shown in the ad too big to eat or drink at one time, too small or just right? \_\_\_\_\_

Does the ad show people doing active things like getting some exercise? If so, what are they doing?  
\_\_\_\_\_

After seeing the ad, do you want to try the food or drink? Why?  
\_\_\_\_\_

Overall, I give this ad a (circle one)

Thumbs Up

Thumbs Down

Explain why: \_\_\_\_\_  
\_\_\_\_\_

**Excellent job! After all that hard work, learn some fun ways to move your body at [www.kidnetic.com](http://www.kidnetic.com).**

Lesson From: KIDNETIC.COM TOOL KIT